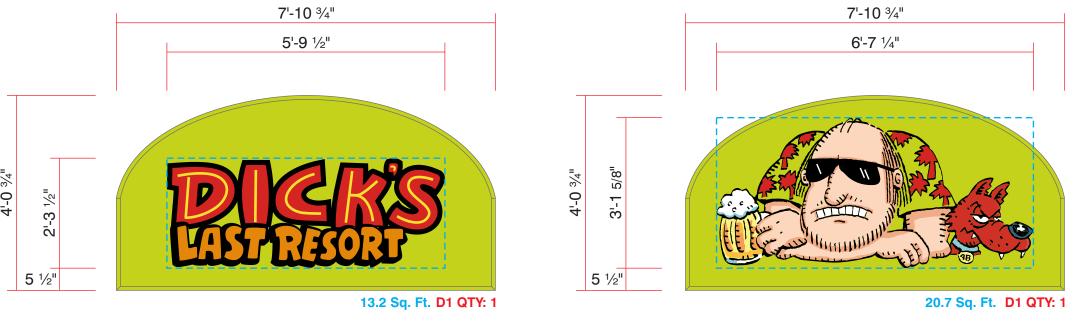
Page 1: DRC Site Plan - Applicant Information Sheet

INSTRUCTIONS: The following information is requested pursuant to the City's Unified Land Development Regulations (ULDR). The application must be filled out accurately and completely. Please print or type and answer all questions. Indicate N/A if does not apply.

Case Number Date of complete submittal NOTE: For purpose of identification, the PROPERTY OWNER is the APPLICANT	
NOTE: For purpose of identification, the PROPERTY OWNER is the APPLICANT	
Property Owner's Name	
Property Owner's Signature	
Address, City, State, Zip	
E-mail Address	
Phone Number	
Proof of Ownership Warranty Deed or Tax Recoil	rd
NOTE: If AGENT is to represent OWNER, notarized letter of consent is required	
Applicant / Agent's Name L&H Comparis ((CHRISTING HEIDLY)
Applicant / Apont's Signature	CHICIZITING HEIDER)
Address, Gity, State, Zip 425 N. 3rd STREET	DENNIX ON IOLAL
E-mail Address CHRISTINGHO INSTR	READING PA, 19601
CHINA SI IME LIME THIS TO	11-2. MIA.
Letter of Consent Submitted YES	
Development / Project Name THE GAUSRY AT DEAC	
	AUDERDOLENEW: SAME DS EXISTING
Legal Description BEACH	BLVO.
VACOUT RETAIL	
Tax ID Folio Numbers	
(For all parcels in development) 6212100090	
Partiest / Description of Project	
LEIGH FROM STANK	he code/ Approved Standage Packet
	FOR ISEDEH PLACE
Total Estimated Cost of Project \$ 173, 667. 00 (Including land	nd costs)
Current Land Use Designation VACANT SPACE RETU	N
Current Land Use Designation VACANT SPACE RETURNS Proposed Land Use Designation RETURNS	7)(
LEIRIL	
Carringaciae	
COLLINGE	
Number of Residential Units	TOIL
Non-Residential SF (and Type) 7, U14 PETAIL	
Total Bidg. SF (include structured parking) 7, 614	
Site Adjacent to Waterway Yes No	
Dimensional Requirements Required	Proposed
ot Size (SF / Acreage) 0.175	0.175
ot Density	1
ot Width 65'	65'
Building Height (Feet / Levels) 781	78'
tructure Length 140'	140,
IOUI AIRA NAUO	
ot Coverage	/
ot Coverage	/
ot Coverage pen Space andscape Area	/
ot Coverage Open Space andscape Area arking Spaces	//
ot Coverage Open Space andscape Area arking Spaces etbacks (indicate direction N.S.E.W) Required	Proposed
ot Coverage Open Space andscape Area arking Spaces etbacks (indicate direction N.S.E.W) Required front	Proposed
ront []	Proposed
ort Coverage Open Space andscape Area arking Spaces etbacks (indicate direction N,S,E,W) Required ront	Proposed /



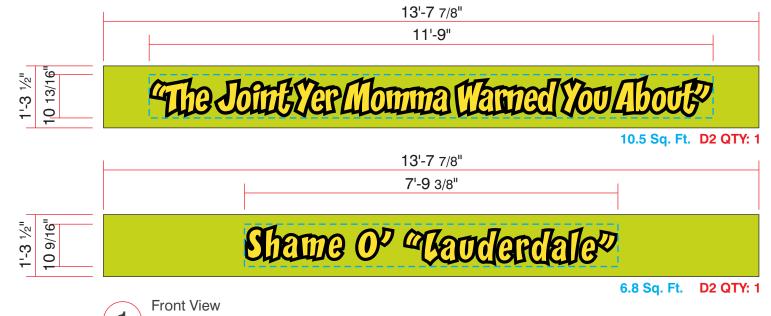
Aluminum Welding Notes:

- 1.) Welding shall be in accordance with AWS D1.2
- 2.) Aluminum alloy filler 4043 shall be used in all structural welds
- 3.) Fillet weld size shall not exceed thinnest member wall thickness of joined sections.
- 4.) Welding process GMAW or GTAW shall be in accordance with AWS D1.2
- 5.) Aluminum Tubing shall be 6061-T6 minimum.
- 6.) Provide Neoprene gaskets between dissimilar metals

Designed per the Florida Building Code 2010 14189-04 Qty. 1 s/f Exterior Components designed in accordance with applicable provisions of the ASCE 7-10 color palette \ pain MP to match PMS 382C color palette \ print CMYK Digital Print

> ~Mounting conditions to be field verified. ~All paint to have matte finish

Technical site survey required prior to fabrication.



COURTYARD AWNINGS AND PANELS -

Scale: 1/2"=1'-0"

C1. Two (2) 4'-0 3/4" (h) x 7'-10 3/4" (w) x 5" deep S/F internally illuminated signs finished in PMS 382C on all surfaces (back exposed) with 3/16" white acrylic faces and digitally printed graphic panels with one reading "DICK'S LAST RESORT" and the other with "Dick & AB logo". These sign boxes will replace flat non-illuminated frames that currently exist.

C2. Two (2) new 3'-0" (h) x 13'-7 7/8" (w) closed ended and bottom internally illuminated awnings with 1'-3 1/2" (h) valance having digitally printed graphics to face reading "THE JOINT YER MOMMA WARNED YOU ABOUT on the left and "SHAME O LAUDERDALE" on the right. Awnings installed in place of existing non-illuminated open ended slants.



Wind Loads:
Basic Wind Speed......170 mph
Normal Wind Speed......132 mph Wind Importance Factor...1=1.00

Wind Exposure ASCE Force Coef.





Engineer

Project Manager

Revisions 10-14-14 JG





These design/engineering concepts will remain the exclusive property of L&H Signs until approved and accepted thru a separate purchase by client named on drawing.

A separate purchase agreement will be require to release the rights of the concepts illustrated within this document. All color and illustrative techniques are for presentation only



DEVELOPMENT REVIEW COMMITTEE (DRC) COMMENT REPORT

Meeting Date: August 25, 2015

Thor Gallery at Beach Place, LLC / Dick's Last

Project Name: Resort Signage

Case Number: R15009

Site Plan Level II Review: Dick's Last Resort

Request: Signage

Location: 17 S. Fort Lauderdale Beach Boulevard

Zoning: Planned Resort District (PRD)

Central Beach Regional Activity Center

Land Use:

Project Planner: Karlanne Grant



Division: AIRPORT Member: Carlton Harrison charrison@fortlauderdale.gov 954-828-4976

Case Number: R15009_Airport

CASE COMMENTS:

Please provide a response to the following:

1. NONE - Signature NOT required



Division: LANDSCAPE Member: Karl David Lauridsen Klauridsen@fortlauderdale.gov 954-828-6071

Case Number: R15009

<u>CASE COMMENTS:</u> Please provide a response to the following:

1. Please provide a Landscape Plan that conforms to the requirements of the ULDR Sec. 47-21.



Division: URBAN DESIGN & PLANNING

Member: Karlanne Grant kgrant@fortlauderdale.gov

954-828-6162

Case Number: R15009

CASE COMMENTS:

Please provide a response to the following:

Comments:

- 1) The applicant is strongly encouraged to contact neighbors adjacent to, as well as condominium and neighborhood associations located within three hundred feet (300') of the development site, to advise of this proposal (a map and listing of officially-recognized neighborhood associations is provided on the City's website: http://www.fortlauderdale.gov/neighborhoods/index.htm). Please provide acknowledgement and/or documentation of any public outreach.
- 2) Applicant shall provide a narrative response outlining in accordance with the approved Beach Place Signage Package for the proposed location. The proposed location corresponds to the Café Iguana location as indicated in the Beach Place Signage Package (please refer to the Beach Place Signage Package attached). Staff will not support a proposal beyond the approved Beach Place Signage Package.
- 3) Applicant shall provide a narrative response outlining the following in accordance with the approved Beach Place Sign Package requirements:
 - a.) Provide a written explanation of the signage proposed; and
 - b.) Provide a written comparison of the signage requested vs. the signs approved by the Beach Place Signage Package and highlight any signage request that does not meet the requirements for signage in the Beach Place Signage Package as indicated in comment 2.
- 4) Any modification to the approved sign package is required to be reviewed by the last approving body pursuant to the Unified Land Development Regulations ("ULDR"), Section 47-24.2.A.5, which is the Planning and Zoning Board ("PZB").
- 5) The signs proposed do not appeal to the Central Beach district. Staff strongly suggest considering other options. Please discuss at DRC

General Comments

The following comments are for informational purposes. Please consider the following prior to submittal for Final DRC:

- 6) Provide a written response to all DRC comments within 180 days.
- 7) An additional follow-up coordination meeting may be required to review project changes necessitated by the DRC comments. Prior to routing your plans for Final DRC sign-off, please schedule an appointment with the project planner (954-828-6162) to review project revisions and/or to obtain a signature routing stamp.
- 8) Additional comments may be forthcoming at the DRC meeting.



Division: POLICE **Member:** Detective K. DiCristofalo

kimdicr@fortlauderdale.gov 954-828-6421

Case Number: R15009

CASE COMMENTS:

Please provide a response to the following:

NONE - Signature is NOT required.

GENERAL COMMENTS:

The following comments are for informational purposes.

It is highly recommended that the managing company make arrangements for private security during construction. Please submit comments in writing prior to DRC sign off.

" Q:10

Copy FOR ZONING Counter

Beach Place

Fort Lauderdale, Florida

Signage Package Proposal

9 August 1996

PLANNIN	FORT LAUD	RTMENT
APPROVED PLANNING		NG BOARD
CASE NO.	DATE 8 21/86	Saw

61-1-93

92%

P 05

- 1. Signage considerations for flat signs (store/retail/food, ctc.)
 - A. East elevation along A-1-A northbound
 - B. North elevation along vacated Valencia Street and facing southbound A-1-A
 - C. South elevation along Cortez Street
 - D. West elevation along southbound A-1-A

Note: Courtyard signs are not visible along the right of way, therefore, these signs are not included in this submittal.

Flat Sign Calculations
Building Facade Square Footages/Gross Areas

Elevation	Squre Footage	Maximum 10% of Area	Total Proposed Sign
North elevation	21,008 sq. ft.	2,100 sq. ft.	167.43 sq. ft.
South elevation	19,864 sq. ft.	1,986 sq. ft.	360.91 sq. ft.
East elevation	10,320 sq. ft.	1,032 sq. ft.	300.89 aq. ft.
West elevation	22,152 sq. ft.	2,215 sq. ft.	39 sq. ft.

2. Each illustrated building elevation and the building floor plans indicate the proposed signs with a key/sign number, along with the square footage of each proposed sign.

Refer to the key chart for sign colors, lighting, and other known information.

¹ The total sign area includes those signs on the central finger of the building although they may not be visible on that elevation.

The East elevation consists of three building fingers: south finger = 3,744 sq. ft.; central finger = 2,976 sq. ft.; north finger = 3,600 sq. ft.

Page 1 of 3

Key Chart Beach Place Signage Submittal

Sign	Tenant	Length (feet)	Height (feet)	Proposed Size of Sign (sq. ft.)	Color and Lighting Details	Modification Requested?	Meet
Signs.							
-	Gap	2.25	2	ه. تن	non-illuminated aluminum letters finished with Matthews paint charcoal with setin finish	z	>-
CA	Gap	2.25	2	& 70.	non-illuminated aluminum letters finished with Matthews paint charcoal with sabin finish	z	>
m	Gap	2.25	2	₽. £.	non-lluminated aluminum letters finished with Matthews paint charcoal with satin finish	Z	>
4	Black Market	A.	2.25	10.125	black letters on red awning (letters are 12" high)	>	Z
5	Black Market	4.5	2.25	10.125	black letters on red awning (letters are 12" high)	>	Z
w	White House	æ	1.25	11.25	black letters applied to white awning (max. letter height is 1'3')	Z	>
7	White House	6.75	-	6.76	black letters applied to white awning (max, letter height is 12")	z	>
00	Banana Republic	9.1042	0.83	7.59	aluminum signage letters	z	>
O)	Banana Republic	9.1042	0.83	59.2	aluminum signage letters	z	>
6	Beach Place	11.33	2.75	31.16	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	Z	>-
11	Exit and Enter	26	3	78			1
12	Exit	10.5	3	31.5		-	
5	Splesh	5.083	2.5	12.71	illuminated channel letters-yellow; turquoise neon border around "Splash" with light blue background	Z	>

Key Chart Boach Place Signage Submittal

				Descreed			
Sign	Tenant	Length (feet)	Height (feet)	Size of Sign (sq. ft.)	Color and Lighting Details	Modification Requested?	Meet
4	Splash	23.917	2.5	50 MAX 50.79	mAx illuminated channel letters-yellow, turquoise oneon border around "Splash" with light blue background	Z	>
15	Adobe Gila's	16	1.75	28	The same of the sa	Z	7
16	Adobe Gila's	16	1.75	28		Z	>
17	Adobe Gila's	16	1.75	28		Z	>
80	Max's Beach Grille	12.25	1.25	15.31	"Max's" - beige letters with black background; "Beach Grille" - red	2	>
ē	Beach Place	13	e	88	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	2	>
20	Cafe Iguana	to to	m	33	yellow background; green channel letters with green neon	z	>
21	Cafe Iguana	11	m	33	yellow background, green channel letters with green neon	Z	>
22	Hooters	4	2	28	illuminated raised channel letters with orange face	Z	>-
23	Hooters	14	2	. 28	illuminated raised channel letters with orange face	z	>
24	Hooters	14	2	28	illuminated raised channel letters with orange face	2	>
25	Sloppy Joe's Bar	14	1.5	21 500	black dropshade; exposed clear red neon pegged off faces	z	>-
26	Sloppy Joe's Bar	14	1.5	21 15	aluminum letters painted red vinyl with black dropshade; exposed clear red neon pegged off faces.	Z	>
27	Beach Place	15	3.67	84. 55	waves - Matthews No. 58A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	Z	>-

Page 2 of 3

Page 3 of 3

Key Chart Beach Place Signage Submittal

Sp	Tenant	Length	Height	Proposed Size of Sign	Color and Lighting Details	Modification	Moet
- SES		(feet)	Ê	(sq. ft.)	10	Requested?	Code?
28	Beach Place	ું જ	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	z	>
29	Beach Place	8,8	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	Z	>
30	Beach Place	ري دي	2.167	20.58	waves - Mathews No. 68A-1A Blue Fury with translucent blue acrylic. "Beach Place" letters - Matthews No. 13A-1A Cumberland, with translucent gray acrylic.	2	, >
8	Beach Place	9.5	2.167	20.58	waves - Matthews No. 68A-1A Blue Fury with translucent blue acrylic; "Beach Place" letters - Matthews No. 13A-1A Cumberland with translucent gray acrylic	z	>
32	Marriott Towers	10.33	5.17	53.39	red umbrella with teal waves; teal "Beach Place"; gray "Marriolf"; red "Towers"	z	>
Ground Signs							
61	Beach Place Partring	4.67	S	23.35	see detail	>	Z
B	Beach Place Parking	4.67	so.	23.35	see detail	>-	Z
8	Marriott Parking	4.67	4O	23.35	see detail	· ·	2
3	Beach Place Partong	4.67	s.	23.36	see detail	\	z

3. All proposed flags are similarly referenced on the elevations/plans with key/flag number. All flags are to be two standardized size - 24" wide by 6'0"long or 36" by 10'0'long. Two flag designs will be used throughout the development. One design representing the Beach Place registered logo and typeface; the other representing the Marriott Ownership Resort, Inc. registered logo and typeface.

The flags will be top and bottom mounted. In all instances, the clearance from any pedestrian way to the bottom flag support will be a minimum of 7' 6". If any occur along vehicular ways (driveway, exit, etc.), vertical clearance will be a minimum of 14' 6".

Refer to sections illustrating the flag installation.

Number of Flags Permitted (one per 15 linear feet of building length)

Elevation	Flag Number Permitted	Flag Number Proposed	Flag Types
North elevation	404 Lf. divided by 15 = 26 permitted	none (0) proposed	N.A.
South elevation	282 l.f. divided by 15 = 18 permitted	five (5) proposed	3 Beach Place 2 MORI all 3' X 10' size
East elevation	206 l.f. divided by 15 = 13 permitted	six (6) proposed	6 Beach Place Small flag size; 2' X 6'
West elevation	426 Lf. divided by 15 = 28 permitted	nineteen (19) proposed	10 Beach Place 9 MORI all 3' X 10' size

Page 1 of 2

Key Chart Beach Place Signage Submittal

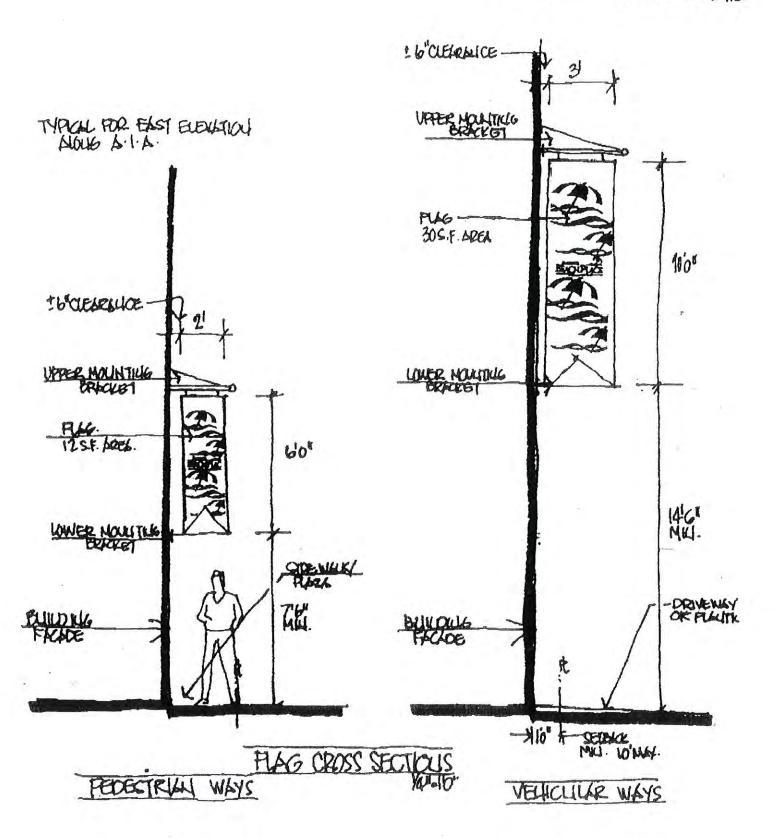
Description Laright (feet) Phoposed (feet) Proposed (feet)		the state of the s			3	D		
Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N	Flag		Length (feet)	Height (feet)	Size of Flag (sq. ft.)	Color Details	Modification Requested?	Meet
Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 2 6 12 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Marriott kogo; red umbrella with teal N Marriott Flag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Beach Place logo and design (typical) N	lags							
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Beach Place Rag 2 6 12 Beach Place logo and design (typical) N Beach Place Rag 2 6 12 Beach Place logo and design (typical) N Beach Place Rag 2 6 12 Beach Place logo and design (typical) N Beach Place Rag 3 10 30 Beach Place logo and design (typical) N Beach Place Rag 3 10 30 Beach Place logo and design (typical) N Beach Place Rag 3 10 30 Beach Place logo and design (typical) N Beach Place Rag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N	F2	Beach Place Flag	2	စာ	12	Beach Place logo and design (typical)	z	>
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Marriott Flag 3 10 30 Marriott Moor, red umbrella with teal N Beach Place Rlag 3 10 30 Beach Place logo and design (typical) N Beach Place Rlag 3 10 30 Beach Place logo and design (typical) N Beach Place Rlag 3 10 30 Beach Place logo and design (typical) N Beach Place Rlag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Marriott logo; red umbrella with teal N Marriott Flag 3 10 30 Marriott logo; red umbrella with teal N Beach Place Rlag 3 10 30 Marriott logo; red umbrella with teal N Beach Place Rlag 3 10 30 Beach Place logo and design (typical) N	E	Beach Place Flag	69	10	30	Beach Place logo and design (typical)	z	>
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Mamfott Flag 3 10 30 Marrhott logo; red umbrella with leaf N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Mamfott Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Mamfott Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Mamfott logo; red umbrella with teal N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N	8	Beach Place Rag	์ก	10	30	Beach Place logo and design (lypical)	z	>
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Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Marriott logo; red umbrella with teal N Marriott Flag 3 10 30 Beach Place logo and design (typical) N Beach Place Flag 3 10 30 Marriott logo; red umbrella with teal N Beach Place Flag 3 10 30 Beach Place logo and design (typical) N	F11	Beach Place Rag	6	10	30	Beach Place logo and design (typical)	z	>
Marriott Flag 3 10 30 Marriott logo; red umbrella with teal Namott logo; red umbrella with teal Namott Flag N Marriott Flag 3 10 30 Marriott logo; red umbrella with teal Namott logo; and design (typical) N	F12	Beach Place Flag	е	10	30	Beach Place logo and design (typical)	z	>
Beach Place Flag 3 10 30 Beach Place logo and design (typical) N Marriott Flag 3 10 30 Marriott logo; red umbrella with teat N Beach Place Rag 3 10 30 Beach Place logo and design (typical) N	F13	Marriott Flag	6	10	30	Marriott logo; red umbrella with teal waves (typical)	z	>
Marriott Flag 3 10 30 Marriott logo; red umbrells with test N waves (lypical) Beach Place Rag 3 10 30 Beach Place logo and design (typical) N	F14	Beach Place Flag	en	0	30	Beach Place logo and design (lypical)	z	>
Beach Place Rag 3 10 30 Beach Place logo and design (typical) N	F15	Marriott Flag	ь	10	30	Marriott logo; red umbrella with teat waves (typical)	z	>
	F16	Beach Place Rag	ė	10		Beach Place logo and design (typical)	z	>-

Page 2 of 2

Key Chart Beach Place Signage Submittal

Flag Number	Description	(feet)	Height (feet)	Proposed Size of Flag (sq. ft.)	Color Details	Modification Requested?	Meet Code?
F17	Marriott Flag	6	10	8	Mamiott logo; red umbrella with teal waves (lypical)	z	>
F 18	Beach Place Flag	69	10	R	Beach Place logo and design (typical)	z	>
130	Marriott Flag	п	10	8	Marriott logo; red umbrella with teal waves (typical)	z	>
F20	Beach Place Flag	6	2	8	Beach Place logo and design (typical)	Z	>
F21	Mantos Flag	6	01	S	Marriott logo; red umbrella with teat waves (typical)	Z	>
FZ	Beach Place Flag		00	8	Beach Place logo and design (lypical)	z	>
F23	Marriott Flag	n	10	æ	Marriott logo; red umbrella with teal waves (typical)	z	>
F24	Seach Place Flag	n	0	8	Beach Place logo and design (lypical)	Z	>
F25	Marriott Flag	n	10	æ	Marriod logo; red umbrella with teat waves (typical)	z	>
F28	Beach Place Flag	п	5	8	Beach Place logo and design (lypical)	z	>
123	Marriott Flag	т	10	Se.	Marriott logo; red umbrella with teal waves (typical)	Z	>
F28	Beach Place Flag	က	5	30	Beach Place logo and design (typical)	Z	>
F28	Marriott Flag	6	10	30	Marriott logo; red umbrella with teal waves (typical)	Z	>-
F30	Beach Place Flag	n	10	ន	Beach Place logo and design (lypical)	Z	>-

MPICH FOR WEST & SOUTH EVENTICE



4. Ground sign signage:

A. To identify specific points for vehicular traffic to turn and enter the parking garage entrances.

B. Four sign locations are proposed and are also keyed with numbers (G - #) on the elevations and the plans.

C. Ground sign code requirements;

5' in height, 32 square foot surface area with a 5' setback from property lines.

The four proposed ground signs are all single-faced as they inform oncoming one-way vehicular traffic.

The proposed ground signs (all four) are basically the same in size and content.

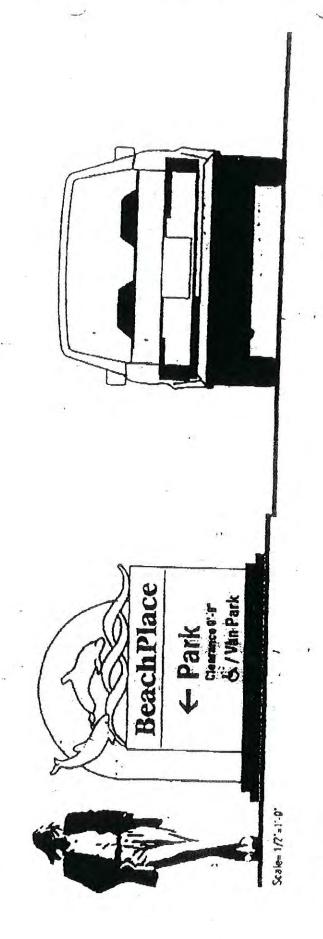
The proposed height is 5' 0" by 4' 8" wide with approximate width of 18". The sign face contains 20.118 square feet with 16.4 square feet of actual signage/text area, all within the code requirement.

Note: Sign G-1 will be mounted on the planter wall adjacent to the column and will be within the 5' setback as the building extends to the property line.

Sign G-2 is ground-mounted within the 5' setback and does not extend beyond the property line.

- * Sign G-3 will be mounted on an aesthetic landscaped berm (approximately 2' 3' in height).
- * Sign G-4 is ground mounted 3' from the sidewalk.

^{*} Approval subject to applicant obtaining encroachment agreement from the City of Fort Lauderdale.

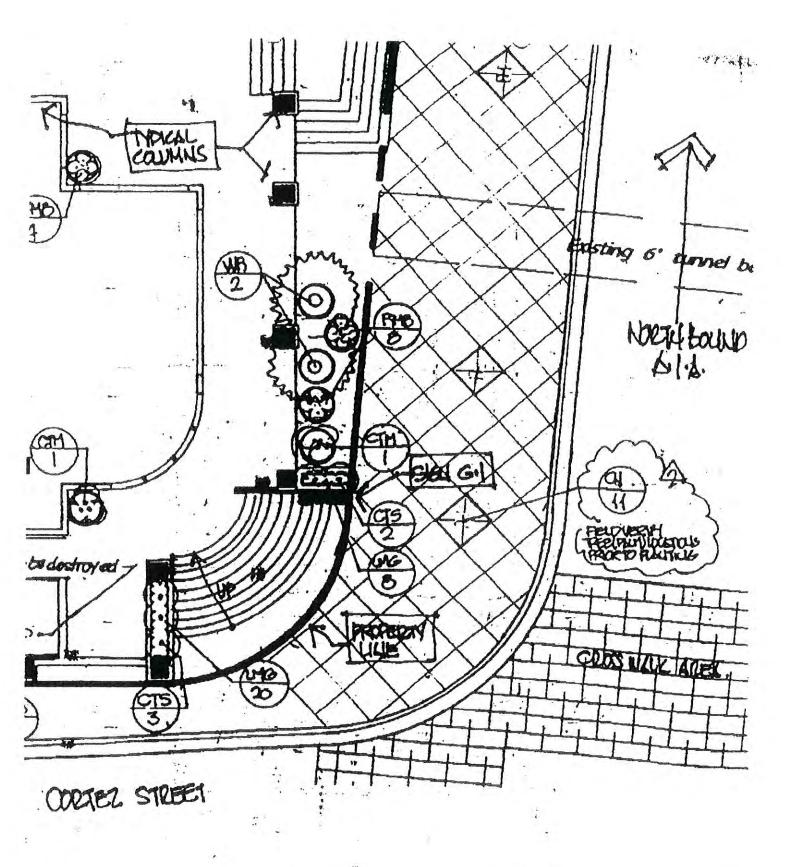


GROUND MOUNTED SIGH - NORTH BOUND A.I.A. DEBOURDE PRIME!
G. I @ CORDER STREET/A.I.A.
G. 2.@ VAUELDA STREET/A.I.A. A1A North

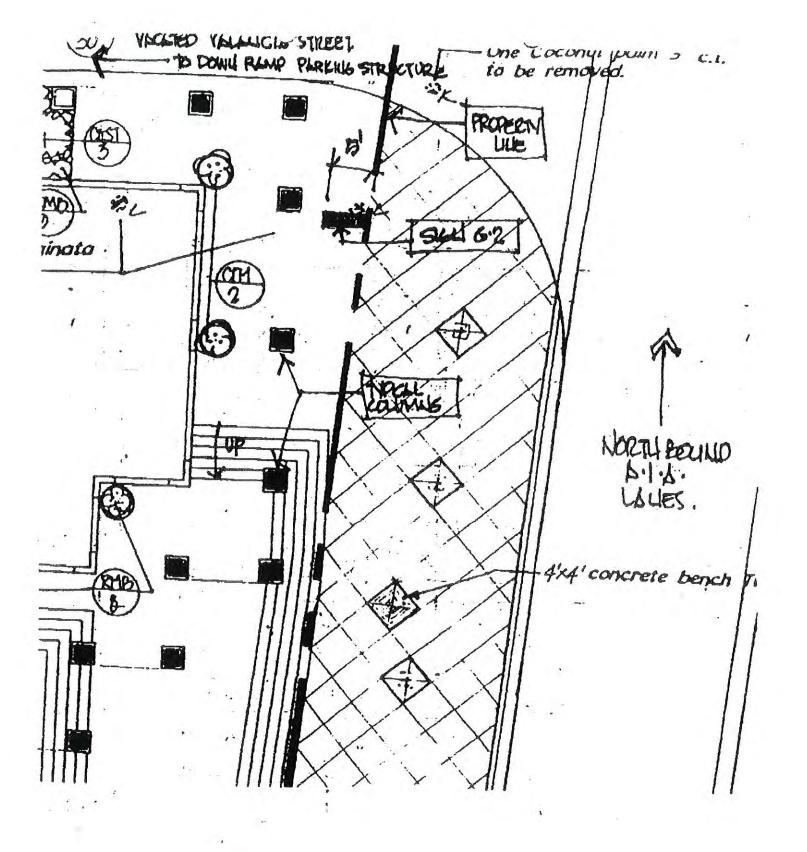
19.40 CORTER STREET /SOUTHBOOMS 4.1.4

Robin E. Williams. * see note on king chart

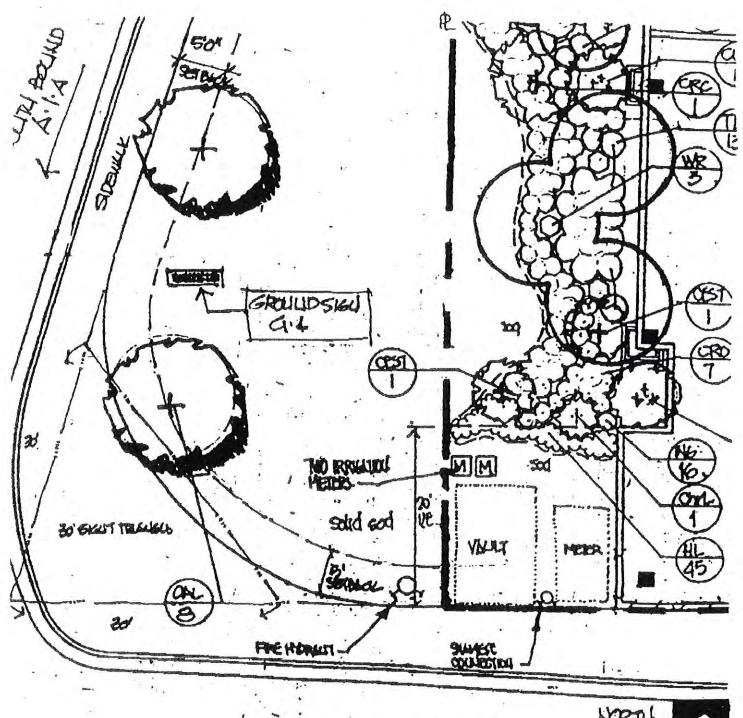
Exterior Property ID/ Directional



GROWD MOUNTED SIGN (G.1)
BELOUPING PRIME 1"-10"



GROUND MOUNTED SIGH (6.2)
BEKAIRING PRIME IN-101



COSTEZ STREET

NOON 160

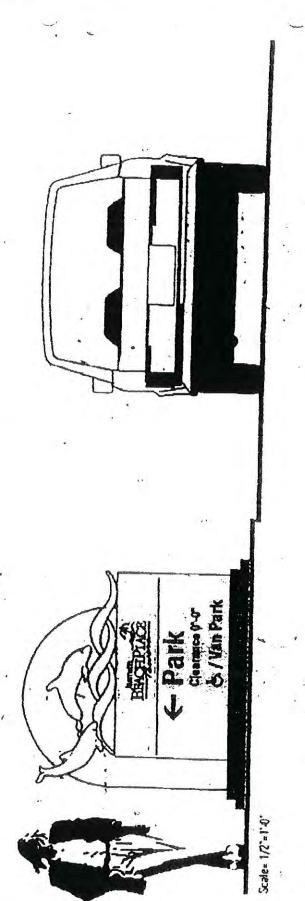


GROUND MOUNTED SIGH . SOUTHWHILE STEET 'BEACHPLIKE' PLIME OF A TO DIRECT TRAPPIC TO PROMISE STEET BEACHPLIKE PLIME

"White Louis

NOTE: WILL BE SETEBORE 5'0" FROM SIDEWALK EDGE.

* see note on key chart

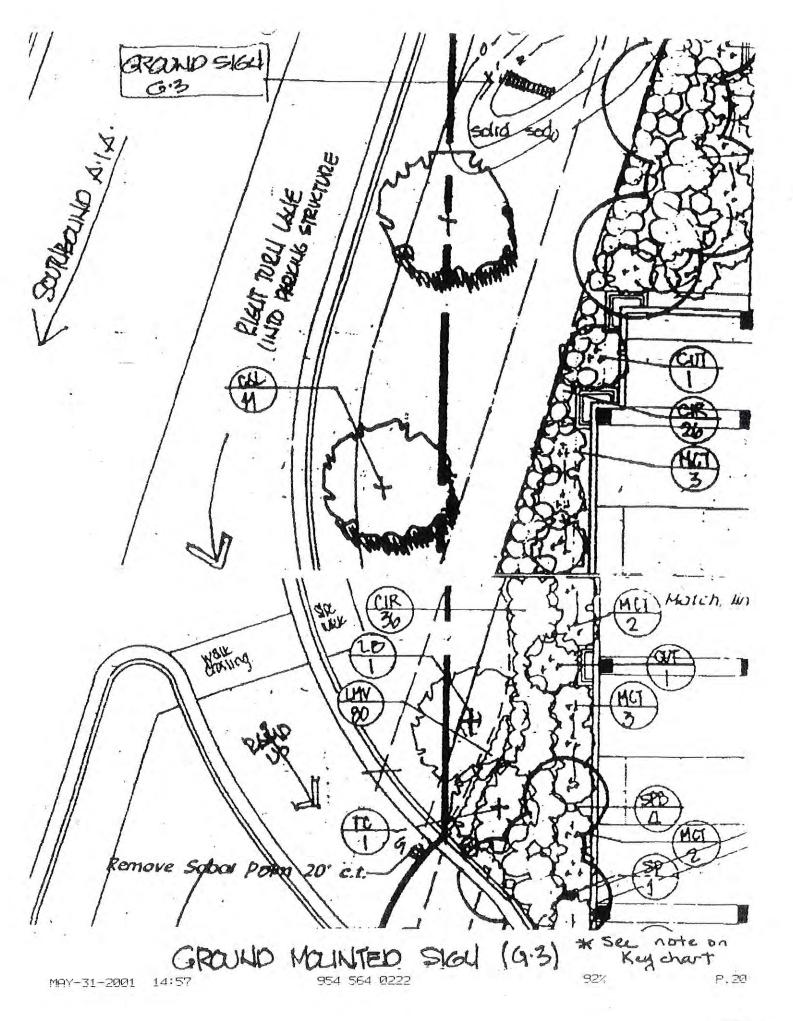


GROUND MOUNTED SIGH - SOUTH BOUND A 11-A. MARRIOTT "PRIME" NOTE: WILL HE SET BACK 5'0" FROM SIDEWALKEDOSE (A MILLIMUM DIMEDISICAL) A1A North

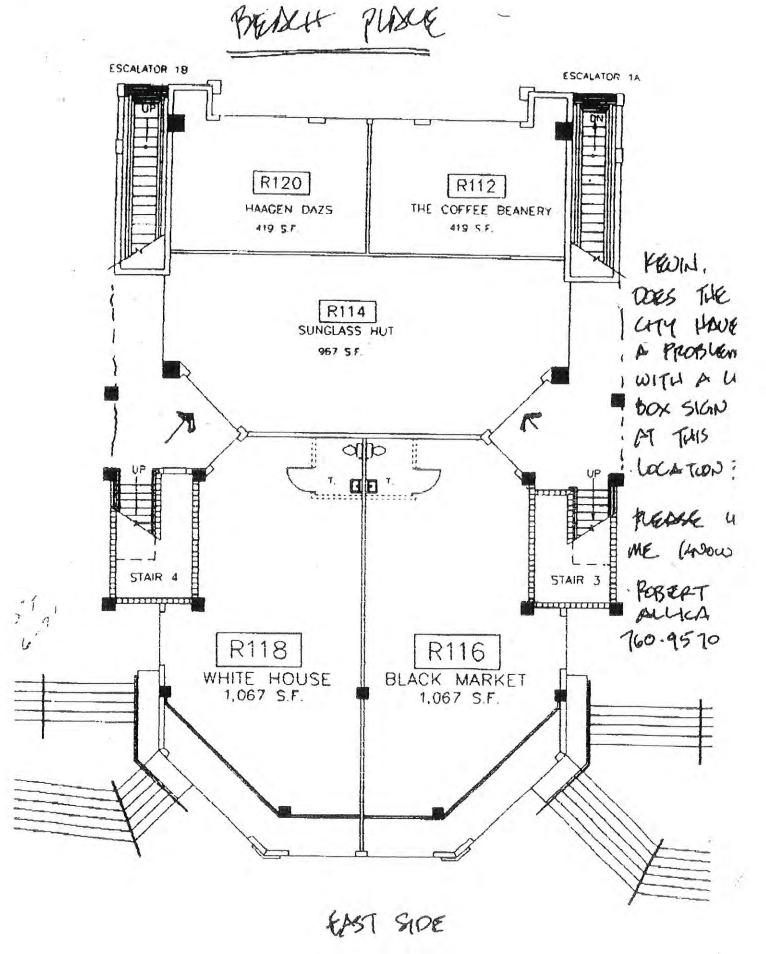
Exterior Property ID/ Directional

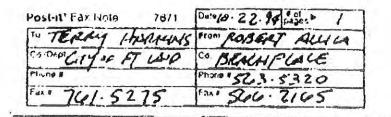
* see note on key chart

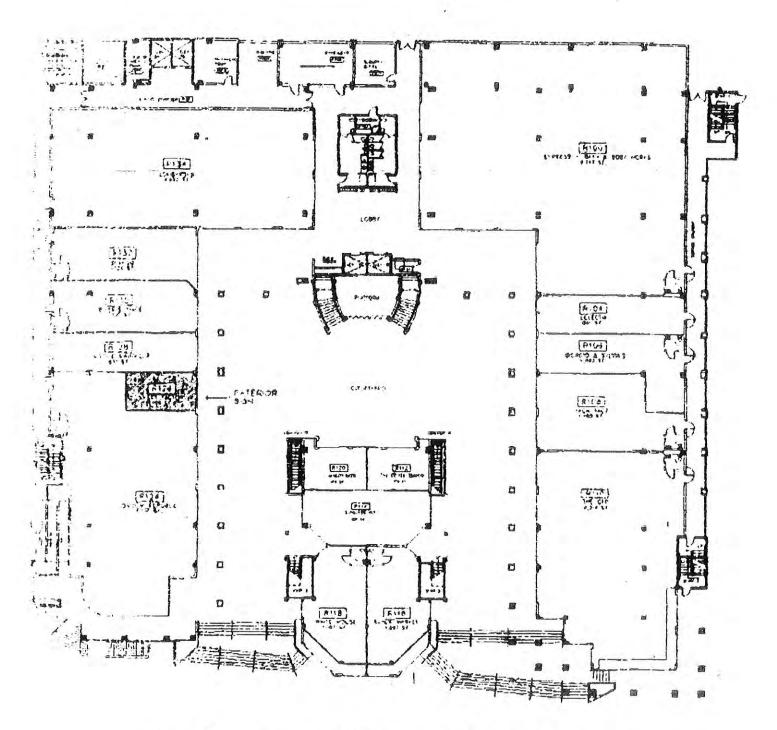
Robin E Williams



100 m 200







FIRST LEVEL RETAIL PLAN R1

MASTRIANA & CHRISTIANSEN, PA

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Stephen V. Hoffman, Esq.

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Broward (954) 566-1234 Dade (305) 949-1234

Main Facsimile: (954) 566-1592

MEMORANDUM

VIA Facsimile and U.S. MAIL

TO:

Terry Burgess

FROM:

Steve Hoffman, Es

DATE:

May 31, 2001

RE:

Beach Place Signage

Enclosed please find a copy of the Signage Package approved by the Planning & Zoning Board on August 21, 1996, Case No. 61-R-93.

Also enclosed please find a spreadsheet comparing the approved signs with the existing and proposed signs. You will note that the Planning & Zoning Board approved a total of 1,660 square feet of signage for the project. Of the approved signage area, only 505.74 square feet have been installed and only 566.08 are proposed. The proposed signage plan is less than one third of the signage area originally approved by the Planning & Zoning Board and only 61 square foot more than what currently exists.

We believe this request is entirely consistent with the previous approval in 1996 and represents a minor change to the existing signage.

Thank you.

SVH/tlw encls.

Proposed new signs.
Length height Size of sign
(feet) (feet) (square feet)

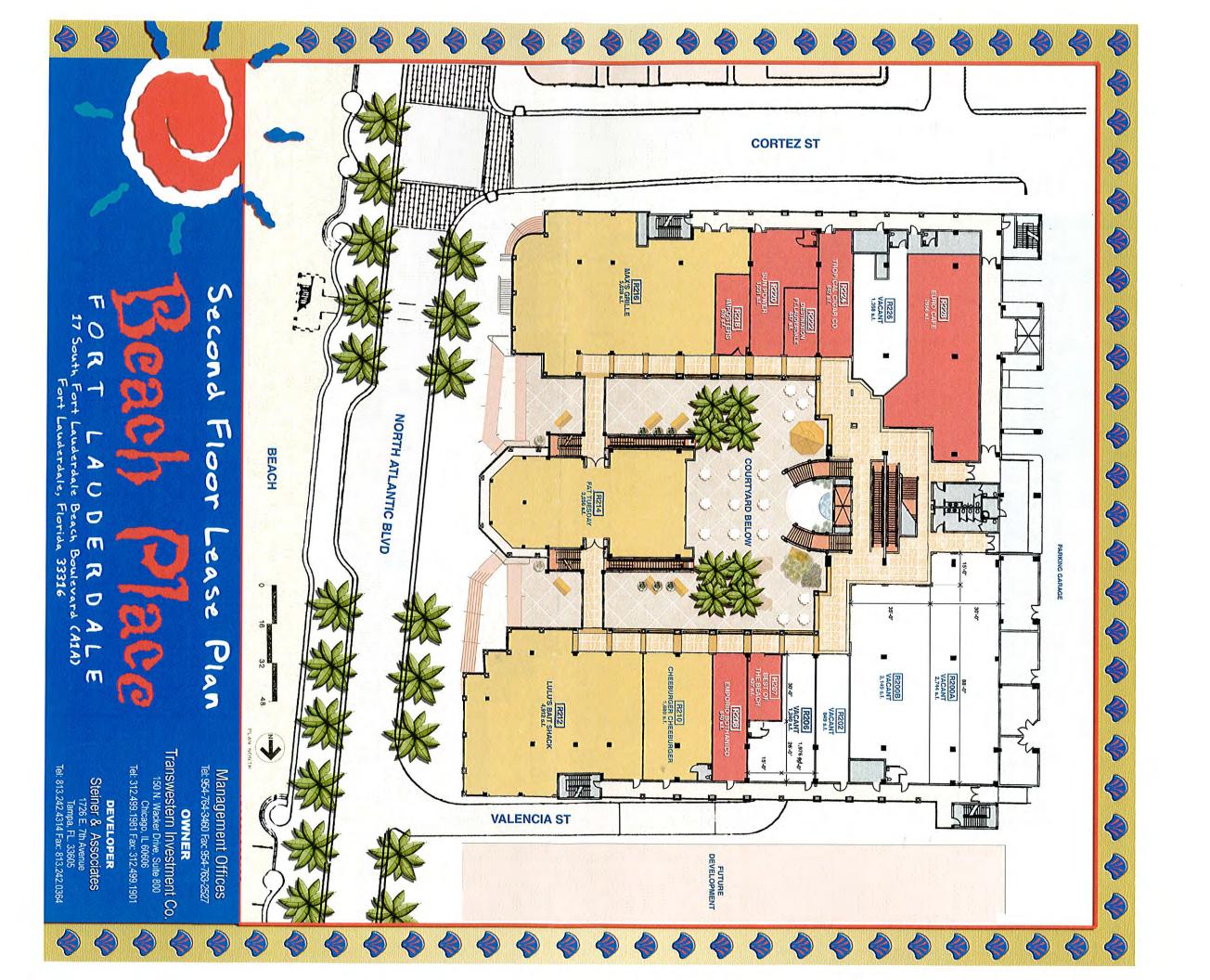
Color and Lighting Details

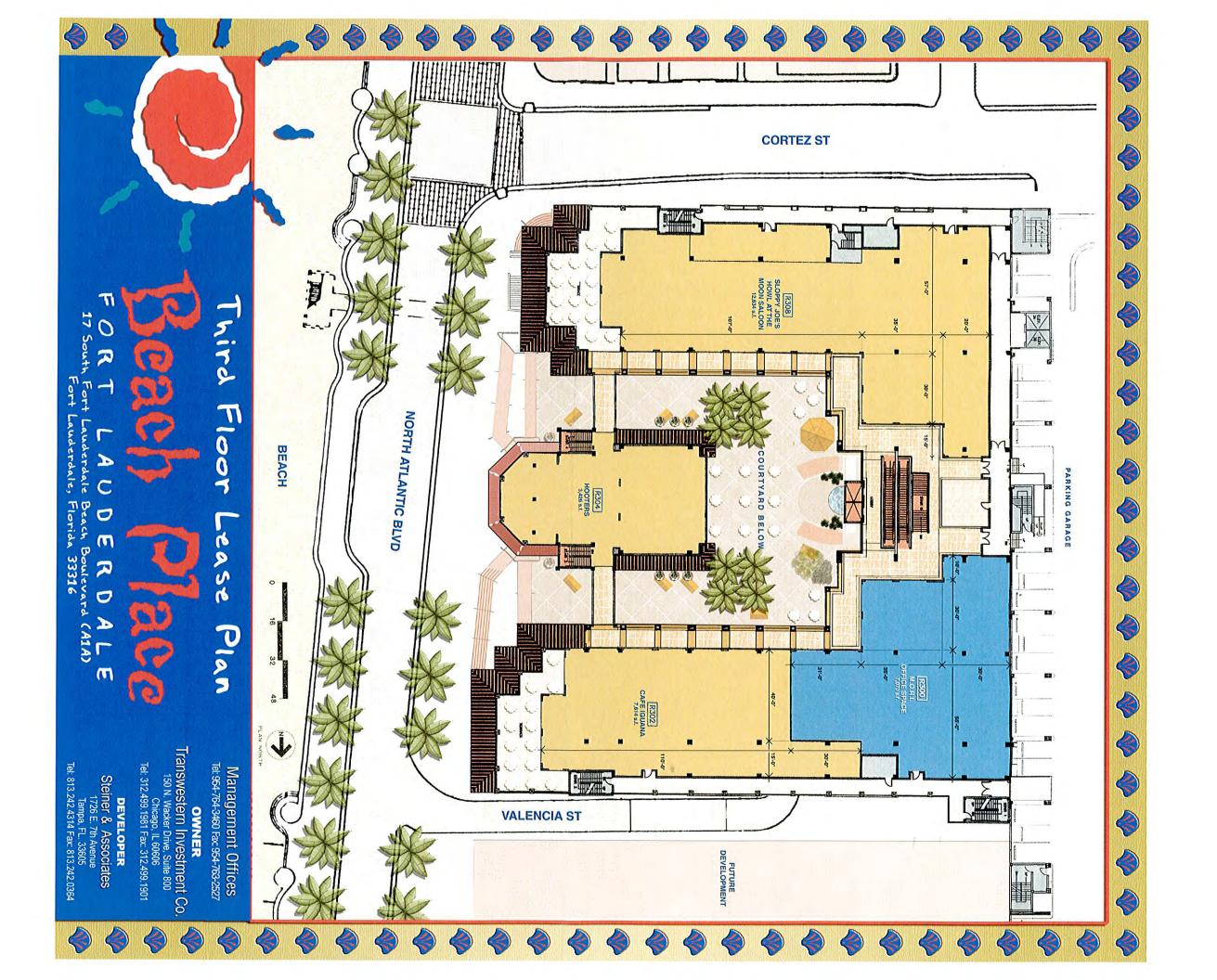
; ;		22 Bear	: 7 Bead	26 Siegg	25 Slopp	23 Book	22 Book		2		18 proper		15 Fer To) de l'inde	13 Labre	1) Eari e		9 Barrer	-		White House	6 White House		-	5 Black Market	3	(countrard)	1 (Ge)(b	· [5	
Porch Pierr	Brach Place	Beach Place (facing east on tower/parapet)	Beach Place	Siopo: Joe's Ber	Sloppy Joe's Ber (facing ea	Hooters (facing cur)	Hoosers (facing north)			ech Place	Mar's Beach Grille(within properly line in courtyard correcce facing porth)	esdey (Adobe's)	Fit Tuesday (Adobe's)			ahr's (Spinah)	usiors (Spilents)	Exti and Easer	Place (facing south)	Barragas Republic (facing east)			House	House			Market		rd)	Geo (facus ears)	(Cornillan	
	9	9.5	ī,		14		1.		= ;	1	12.23	16	5 6			1.917	1.083	10.5	11.33	1) 5 1042			6.75	9			4.5	: 13	::	13	100	
, ,	2 167	2.167	3.67	1.5	1.3	2 2	2		ω ,		1.25	1.75	1.75	+		C_	23	ωw	2.75	0.83	-	+	_	1.23			2.23		13	1,5	Leagth height Size of sign vices) (feet) (square feet)	Original
37.05	20.5	20.58	4	21	21	28	23	2	3	.	15.31	28	28			30	12.71	31.5	31.16	7.59			6.75	11.23			10.125	4.5	4.	4.5	e of sign	City appro
_		waves - mad transluced mathews to gray acrylic	waves-mattews po. 68A-1A blue fary with remailucest blue acrylic, "Beach Place" letters - mattews po. 13A-1A Cumberland with translucest gray acrylic	aluminum letters painted red vinyl with black dropshade; exposed clear red neon peggeed off faces	aluminam letters painted red vizy) with black dropshade; exposed clear red neon pegged off faces	28 illuminated raised channel letters with orange face. 28 illuminated raised channel letters with orange face.	illuminated mised charmel letters with orange face.	yellow background; green channel letters with green	yellow background; gren channel letters with gren	waves-mathews no. 68A-1A blue fary with remaincent blue acrylic; "Beach Place" letters - mathews no. 13A-1A Camberland with translucent new acrylic	"Mexts" - beige letters with black background. "Beach Grille" - red	28 No detail	28 No detail			illuminated charact letters-yellow:purquoise neon border around "Splash" with light blue background	illuminated channel letters-vellow, turquise neon border around "Splash" with light blue background.		waves-madews po. 64.7.1A Due Inj with transluced blue artylic; "Beach Place" letters - mathews po. 13A-1A Camberland with transluced gray acrylic	aluminum signage letters			height is 12")	black letters applied to white awning (max. letter height is 11:3")			10.125 black letters on red awning (seners are 12 migh)	Mathews paint charcoal with savin finish.	dathews paint charcoal with soun finish.	non-illuminated aluminum leners linished with 4.5 Mathews paint chargoal with soun linish.	Color and Lighting Details	Original City approval, P&Z Board case #61-R-93 8:21/96
does not exist	does not exist	Beach Place (facing east on tower/parapet)	does not exist	How! at the Moon (facing routh)	Sloppy Joe's Bar (facing cart	Hooters (facing east) Hooters (facing south)	Hooters (facing north)	does not count	Cafe Iguma (3rd level facing south)	does not exist	properly line in countyard corrance facing north)	does not exist	Fat Tuesday (facing east) does not exist	countywed, facing south)	Lalu's Bait Shop (within property line entrance to	Luly's Bail Shop (within property line entrance to countyard, facing south)	Lulu's Bait Shop (facing north	does not exist	Beach Place (facing south on corner of Cornez and A1A NB.	Banana Republic (facine east) 9.1042	courtyard facing south) 8	White House (unide	White House (facine east)	White House (facine cast)	Black Market (inside courryard facing north)	Black Market (inside courtyard facing north)	Black Market (facing east)	Sign does not exist	Courtyard)	The Gap (facing rae)	Tenni Location	
		93		6	3	* =	14		10		12.23		14	1.6667		10			10		14.40	2.25	2.25	2.25	3.6667	1.5	1.5		2.23	2.25	(fret) (feet)	
		2.167		0.3	1.3	22	2		u		1.25		u			3.75		+	1.75	0.83	2167	0.3	9.5	0.3	2.833	0.833	0.833	-	2	2	(feet) (feet) (square feet)	Current
		20.58		3	21	28	28		30		15.31		42	8.33		37.5			27.5	7.59	17.36	1.13	1.13	1.13 k	16.03	1.25 V	1.25	1	4.5 7	A		Currently existing sign.
		waves mathew no. 68.4.1A blue fary with translucers blue acrylic, "Beach Place" letters - mathews no. 13.4.1A Camberland with translucers 8 gray acrylic		illuminated aluminum channel letters painted red vinyl with black dropsthade; exposed clear red neon pegged off faces	illumnated aluminum chance i effert panated red vinyl with black dropshade; exposed clear red neon pegged off faces	28 illuminated ruised channel letters with orange face. 28 illuminated ruised channel letters with orange face.	28 illuminated raised channel letters with orange face.		yellow background; green channel letters with green		"Max's" - green letters with black background. "Beach Place" - green		channel letters mounted on white raceway.	color gratics. internally illuminated plantic 18" purple-face		non illuminated 3/4 inch plywood with painted color gratics.	non illuminated 1/2 inch plywood with pained color grafics.		internally illuminated plantic face chasel letters mounted on a deck cabinet.	7.59 aluminum signage letters		1.13 black letters on white awning (letters are 6" high) wite fcopyc plate letters non illuminated mounted	1.13 black letters on white awning (letters are 6" lach)	1.13 black leners on white awning (leners are 6" bigh)	on wall.		while leners on black awning (letters are 6" mgh)	while letters on black awning (letters are 6" puch)	Mathews paint charcoal with sain finish	non-illuminated aluminum lenery function was: Mathews paint charcoal widt satin finish.	Color and Lighting Decalls	rier.
The same of the same of	doer not exist	Beach Place (facing		How at the Moon (fac	Sloppy Joe's Bar (fac	Beach Place (facing earl Hooters (facing south)	Hoorers (facine north)	doer not exis	Café Iguana (3rd level fi	does not exis	properly line in countries of	does not exist	Fit Tuesday (Sicing en does not exist	countywed, facing south	property line entrace to	property libe extraore courtyard, facing south	Lulu's Bair Shop (facuse	does not exis	Removing and not repi	Banana Republic (facu	Buners Republic (farme	White House (mride	White House (maide	White House (lacing east	countyard facine north	COUTYNE SELECT	Black Marke: (incine ear	Sign does not exist	(courtward)	The Gap (facing east	Jenant	

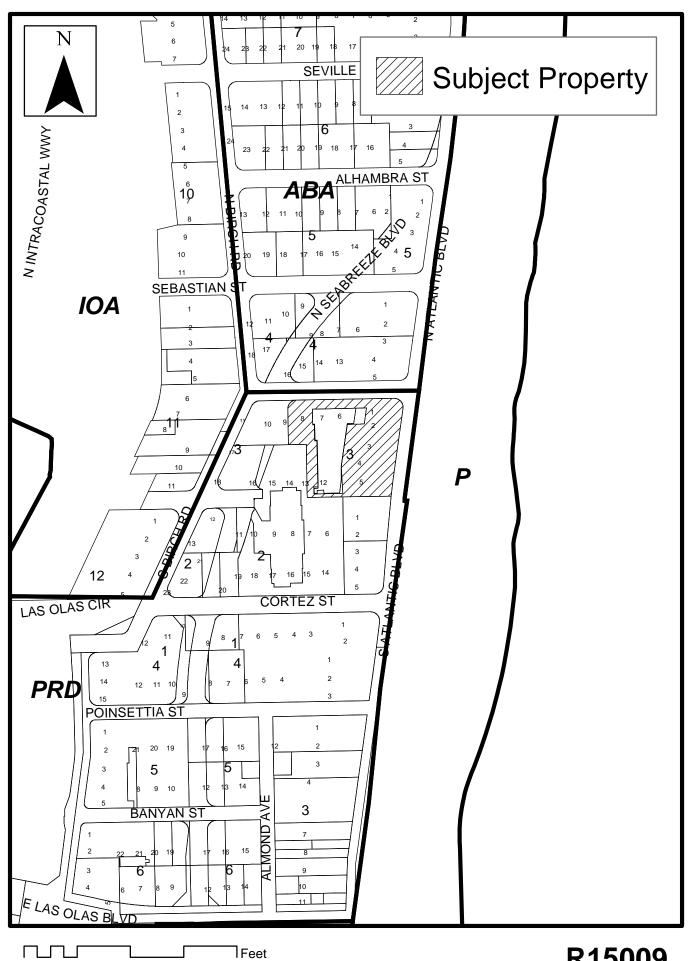
docs not exist	doer not exist	Beach Place (facing cast)	How at the Moon (facing south)	Sloppy Joe's Bar (farms cast)	Beach Place (facine eart) Hooters (facine south)	Hooters (facine north)	does not exist Cafe Iguama (3rd level facing south)	does not exist Man's Beach Grille(within propery line in countyard entrance facing north)	Fit Tuesday (factor east)	Lulu's Bail Shop (within properly line entrance to countywed, facing south)	Lailu's Bait Shop (farms north Lailu's Bait Shop (within property line entrance to countyard, facing south)	does not exis	Removing and not replacing	Banana Republic (factus east) Banana Republic (factus east)		White House (maide countyard factor routh	White House (facing east)	Black Market unside	Black Marker (Inside countyard factor north	Black Market (facing rast) Black Market (facing rast)	Sum does not exist	The Gap (facing east
		3.6	۵	14	14 13	i i	10	12.23	1	1.6667	10		0	9.1042	00			3.6667			2.23	2.24
		9	0.5	1.3	2.1	2	u l	ŭ	3	5	3.73		0	0.83	2.167		1	2.833			.,	1.3
		32,76	ω.	21	27.3	28	30	15.31	42	8.33	37.5		0	7.39	17.36			16.03			4.5	4.5
		Replace with new Monanent Blade sign ms 5 on wall	No Charge	No Charge	Replace routing Hooter's sign with similar 17.3 BeachPlace sign. 28 No Change	No Charge	No Charge	No Charge	No Change	No Charge	No Change			7.39 No Change	No Change	Replaced with new awning with no signage Replaced with new awning with no signage	Replaced with new swning with no signage	No Change	Replaced with new awning with no signage	Replaced with new awning with no signage Replaced with new awning with no signage	No Change	No Change

Grand Tota Appr	Total Flags		Flags wide	Sub Total Monument signs	G4 Stree	G3 of pr	G2 (Val.	GI Stree	Ground Signs	Sub Total Flat signage	of buil
Grand Tota Approved by P&Z 8/21/96		Flags F7- F30, 24each 3 feet wide by 10 feet high, 30SF each.	Flags F1- F6, 6each 2 feet wide by 6 feet high, 12SF each.	ameni signs	Beach Place Parking (Cortez Street/AIA SB)	Marriott Parking (nw corner of property A1A SB)	(Valencia StreeVAIA)	Beach Place Parking (Cortez Street/ALA NB)		riginge	of building AIASB facing north)
					4.67	4.67	4.67	4.67			10.33 5.17
					<u>.</u>	u	u	u.			3.17
1660.72	792	720	72	93.4	23.35	23.35	23.35	23.35		775.32	53.39
					23.35 internally illuminated double face monument sign	23.35 internally illuminated monument sign	23.35 internally illuminated double face monument sign	23.35 internally illuminated double face monument sign			red umbrelin with teal waves, teal "BeachPlace". 53.39 gray "Marviott", red "Towers"
		none exist	none exist		Beach Place Parking (Cortez Street/AIA SB)	Marriott Parking (nw corner of property AIA SB)	Beach Place Parking (Valencia StreeUAIA)	Brach Place Parking (Cortez Street/AIA NB)			of building AIA SB facing
					4.67	4.67	4.67	4.67			10.33
					<u>.</u>	is.	u.	۵			5.17
505.74	0	0	0	93.4	23.35 internally illuminated double face monument sign	23.35 internally illuminated monument sign	23.35 internally illuminated double face monument sign	23.35 internally illuminated double face monument sign		412,34	red underella with teal waves, teal "BeachPlace". 53.39 gray "Mauvion", red "Towers"
		2 Flags on each on north and south side of pavilion building (in courtyard)	1 Flag on each on north and south side of pavilion building (in courtyard)		Beach Place Parking (Cortez Street/ATA SB)	Marrion Parking (nw corner of property AIA SB)	Bench Place Parking (Valencia Street/AIA)	Beach Place Parking (Cortez Street/AIA NB)			of building ATA SB Incing north)
					4.67	4,67	4.66	4.66			10.33
		-			u	5	9.5	9.5			-
524,42	0	Each flag is 3'x 10'. Total 4 flags. Total 120SF. Not included in calculations because in courtyard, 0 not visible from streets.	Each flag is 2'x 6'. Total 2 flags. Total 24SF. Not included in calculations because in courtyard, not 0 visible from streets.	135:24	23,35 No Change	23.33 No Change	Replace with similar size and type of sign with new 44,27 face - New BeachPlace logo and color.	Replace with similar size and type of sign with new 44.27 face. New BeachPlace logo and color.		389 18	53,19 No Change









75 150

300

450

600